## o'live GIN BY DAY







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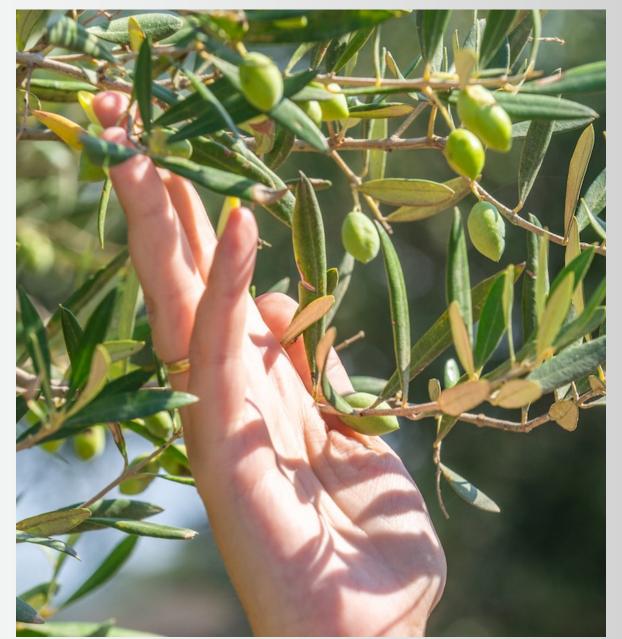
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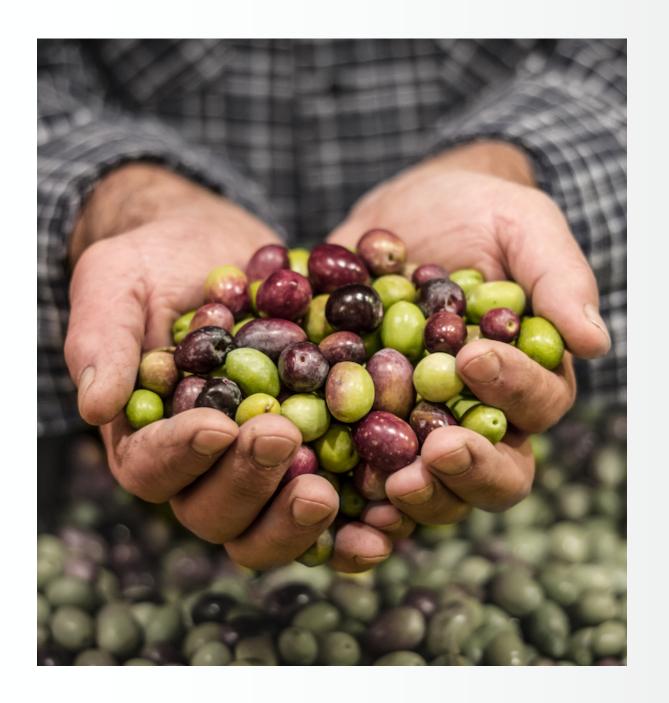


#### A delicious story

#### How it all started

- We first got the idea for O'live GIN after seeing the passion of olive farmers in Provence.
- We found out that there was no fullydistilled gin made with real olives on the market.





# The birth of our O'live Gin

- We founded O'live BVBA, a small and dynamic company with the following goals:
  - To be innovative and to reinvent gin.
  - To create a premium gin made with real Mediterranean olives, without additives or extracts.

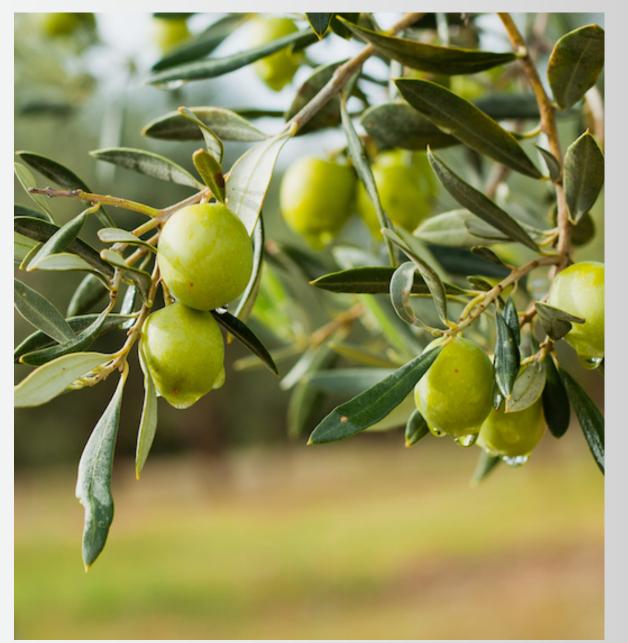




#### What's in the bottle

## Ingredients

- 4 botanicals, including pitted and dehydrated olives and juniper berries.
- **Corn alcohol**, which complements the olives' rich flavour beautifully.

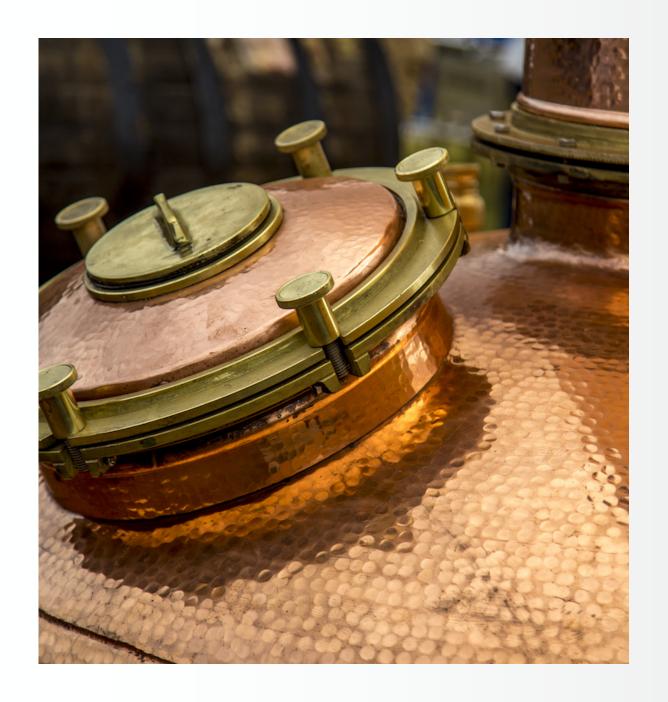




## Artisanal distillation process

- O'live GIN is an **artisanal fully-distilled** gin.
- Each botanical is distilled separately.
- These distinct distillates are then blended together with purified water to ensure a well-balanced spirit.





# Artisanal distillation process

- A slow distillation maximizes the flavours.
- No additives or extracts are used during or after distillation.





#### Bottle and glass design

## Bottle and glass design

- The matt black bottle with gold foil lettering clearly stands out.
- The **bottle neck and cap** resemble those of a typical olive oil bottle.
- The **stemless** glass is elegant and has the same **gold foil lettering** as the bottle.

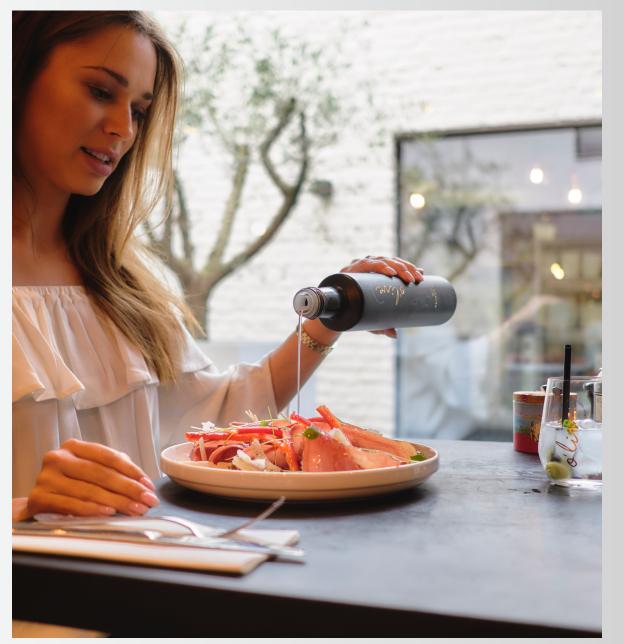




## Market positioning and sales strategy

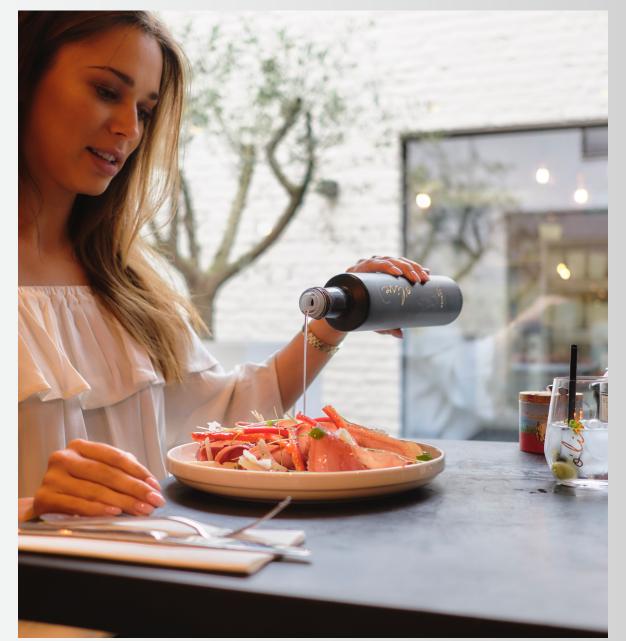
## A truly unique gin

- Most gins on the market today are spicy,
  bitter, sweet or floral.
- O'live GIN has a unique and accessible taste: soft and fresh with a round finish.
- O'live GIN is a **versatile gin**: you can drink it straight and in a cocktail, or use it in the kitchen.



## A truly unique gin

- We positioned O'live GIN as a premium gin because of its unique taste and artisanal distillation process.
- O'live GIN's key USPs for dealers are its unique taste, versatility and premium status



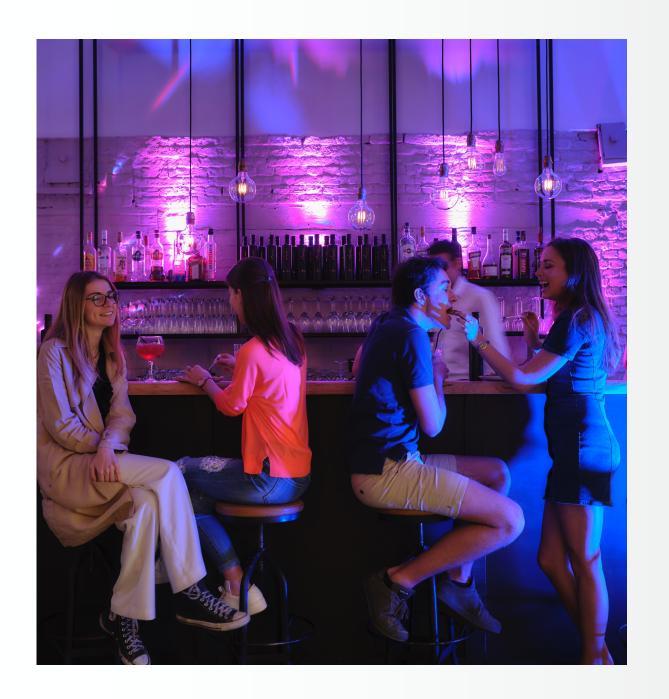


- Since the launch of O'live GIN on the 3<sup>rd</sup>
  of April 2018 we have achieved great
  results:
  - O'live GIN has become a bestseller among premium gins.
  - O'live GIN was awarded a gold medal at the Women's Wine & Spirits Awards at the Royal Thames Yacht Club in Knightsbridge, London.



- Since the launch of O'live GIN on the 3<sup>rd</sup>
  of April 2018 we have achieved great
  results:
  - It is served in Michelin Starred restaurants and (summertime) bars, and sold in specialty liquor stores and delicatessens
  - O'live GIN is currently distributed throughout France, the Netherlands,
     Switzerland, Greece and Germany.





## Marketing goals

- 1. To reinforce the **perceived uniqueness** of O'live GIN.
- 2. To increase the **online and offline presence** of O'live GIN.
- 3. To increase **brand awareness and popularity** on a national and international level.

